

ADVERTISING • PUBLICITY • EXPLOITATION For

"SMART GUY"

A MONOGRAM PICTURE

with

RICK VALLIN • VEDA ANN BORG • BOBBY LARSON • WANDA McKAY



THE CAST

Johnny..... RICK VALLIN
Bobby..... BOBBY LARSON
Lee..... VEDA ANN BORG
Jean..... WANDA McKAY
Taylor..... JACK LA RUE
Maggie..... MARY GORDON
Killbourne..... PAUL McVEY
District Attorney.....
..... ADDISON RICHARDS
Kearns..... ROY DARMOUR
Evans..... JON DAWSON

CREDITS

Produced by
JOHN T. COYLE
Directed by
LAMBERT HILLYER
Photography
MACK STENGLER
Film Editor
CARL PIERSON
Musical Director
EDWARD KAY
Screenplay by
CHARLES R. MARION
and
JOHN W. KRAFFT
Original Story by
HARRISON JACOBS
Sound
GLEN GLENN
Technical Director
DAVE MILTON

HERE'S THE SMART STORY

(Not for Publication)

Charged with manslaughter, Johnny Reagan, head of a string of gambling houses, hires press agent Matt Taylor to build him up in the public's eye as a humanitarian. Taylor gets Johnny to adopt a newsboy, Bobby, of whom Johnny becomes very fond. Taylor and Johnny's girl-friend, Lee, carry on an affair behind Johnny's back, and double-cross him. Bobby overhears their plans, but resolves not to "squeal." When Lee lies about Bobby, Maggie, the kind-hearted cook, tells Johnny the truth. He throws Lee and Taylor out of the house, thereby losing his witness in Lee, as she was present at the time of the accident. Johnny decides the only thing to do is skip town and hide from the police, as he is now sure he will be convicted. Johnny tells Bobby goodbye, but the boy hides in his benefactor's car, and the two go to the mountain resort owned by Jean Wickers. The three have a wonderful time, and Johnny and Jean fall in love. Bobby unthinkingly telephones Maggie to tell her where they are, and the police, listening in for any calls to Johnny's house, are thus able to locate him. That afternoon Bobby and Jean find that the police have surrounded the place, and when the boy runs to warn Johnny, the police take a shot at him. Johnny, seeing what is happening, rushes to Bobby's aid, and thereby gives himself up to the law. Johnny is taken away to stand trial, but Jean and Bobby know that he will return to them when he can.

BE A SMART GUY WITH
YOUR MONEY -- BUY U. S.
WAR BONDS & STAMPS!

Tearful Drama On Local Screen

(Advance)

One of the most entertaining and heart-warming films of the season comes to the screen of the theatre on, with the opening of Monogram's newest film, "Smart Guy."

Rick Vallin, Bobby Larson and Wanda McKay are the central characters in the film, which opens with Vallin, operator of a string of gambling houses, charged with manslaughter. As a means of swaying the public's opinion to his favor, he hires a press agent, played by Jack LaRue. LaRue suggests the adoption of a young, freckle-faced newsboy, Bobby Larson, as a means of establishing himself as a humanitarian. Later LaRue and the gambler's girl friend, Veda Ann Borg, double-cross him and leave town. How the hard-boiled gambling czar is softened by the loyalty of this innocent-eyed youngster and his new sweetheart, Wanda McKay, makes for a story that will not soon be forgotten.

"Smart Guy" was produced for Monogram by John T. Coyle and directed by Lambert Hillyer. Photography was handled by Mack Stengler, with music supervised and recorded by Edward Kay. The screenplay was supplied by John W. Krafft and Charles R. Marion, from an original story idea by Harrison Jacobs.



PUBLICITY



'Smart Guy' Is a Film With Warmth, Action, Comedy

(Review)

Monogram has measured out a carefully apportioned amount of human interest, action and comedy, put them all together, and come up with a new film that is certain to receive a popular reception at the box office. It's the picture, "Smart Guy," which opened at the theatre last night.

To take care of these varied situations as they arise in the story, Producer John T. Coyle made an intelligent, showmanlike choice in his cast by appointing Rick Vallin, Veda Ann Borg, Wanda McKay and Jack LaRue to the principal roles, and lining his supporting cast with such favorites as Mary Gordon, Bobby Larson, Addison Richards, Paul McVey, Roy Darmour and Jon Dawson.

Rick Vallin, a handsome newcomer who, this department thinks, will catch on at the box office like a prairie fire on a dry, windy day, carries the biggest load of the story, and very capably, too. As a gambling-house czar who is innocently accused of manslaughter, and who hires a public relations expert to build him up in the public's eye, then goes soft when he is won over by the affections of a young, freckled lad whom he adopts to further the scheme, Vallin is convincing at all times. No less real is the acting by Bobby Larson as the young boy. Veda Ann Borg is surely successful in making the audience dislike her as Vallin's fiancée who turns double-crosser with the press agent, Jack LaRue. And that takes good acting, for Miss Borg is a very attractive woman, and it wasn't easy for us to accept her, at first, as a meanie. Wanda McKay is the pretty young woman who stands by loyally when Vallin needs her the most.

Direction of the film is well-done at the hands of Lambert Hillyer, with fine photographic work engineered by Mack Stengler. The story is one originally submitted by Harrison Jacobs, and was adapted for the screen by John W. Krafft and Charles R. Marion.

"Smart Guy" is definitely a not-to-be-missed movie.

Veteran of Many Films

Mary Gordon, good-natured Irish actress who plays a featured role in Monogram's production, "Smart Guy," starting at the theatre, has appeared in 96 films since she changed to the motion picture medium from the stage in 1930. Rick Vallin plays the starring role in "Smart Guy," which was directed by Lambert Hillyer, and the supporting cast is headed by Veda Ann Borg, Wanda McKay, Jack LaRue, Bobby Larson and Addison Richards, in addition to Miss Gordon.

MR. SMART GUY



Rick Vallin, handsome leading man, plays the title role in Monogram's film, "Smart Guy," which opens at the theatre. Veda Ann Borg, Jack LaRue, Wanda McKay and Bobby Larson head the supporting cast.

One Col. Mat Scene No. 1

AUTHORS ALL

Veda Ann Borg, who is featured in the Monogram film, "Smart Guy," which starts at the theatre, thinks there is nothing novel about having written a novel. While being interviewed on the stage one day she happened to mention that she liked to jot down poetry and write fiction a bit, stating she had an unpublished novel in her trunk of memoirs. The interviewer asked why she didn't do something about it.

"I don't entertain any ideas that I am a writer," said the attractive star. "As far as that's concerned, I suppose everyone imagines himself a potential author, figuring to set his thoughts on paper some day. If you walked up to any person on the street and asked how his book or story was progressing, I'll wager he'd answer immediately that he hadn't worked on it lately, or that the novel was just about finished. I wrote my book, an account of my life more than anything else, merely for my own amusement."

Rick Vallin, Wanda McKay and Jack LaRue are the other principals appearing in "Smart Guy."

SMART GUY'S RECEPTION PARTY



Wanda McKay, police and Addison Richards form a reception party at the hideout to wait for Rick Vallin in the title role of Monogram's "Smart Guy," drama which starts at the theatre. Two Column Scene Mat No. 21

Film's D. A. Serves A Long Term

Addison Richards, who plays the district attorney in the Monogram film, "Smart Guy," which opens at the theatre, has served in one capacity or another in that law-enforcement office since he started in films twelve years ago.

Richards was born in Zanesville, Ohio, and earned a B.A. degree at Washington State College, where he planned to become a schoolteacher. Instead, he became interested in motion pictures, and from the very beginning made an impressive district attorney, has been elected for the role ever since. In a few more years he plans to put in for a pension.

Rick Vallin is the star of "Smart Guy" and in addition to Richards the supporting cast boasts the services of Veda Ann Borg, Wanda McKay, Jack LaRue, Bobby Larson and Mary Gordon.

REEL LOVE



Rick Vallin and Wanda McKay are shown in a scene from the Monogram production, "Smart Guy," which starts at the theatre.

One Col. Mat Scene No. 2

Story and Good Cast Makes 'Smart Guy' Smart Picture

(Review)

After seeing the initial showing yesterday of Monogram's entertaining film, "Smart Guy," at the theatre, it seemed clearly evident to this department that there must have been more than one "smart guy" connected with the production of such a neat film. For in it the studio has combined a good story with an excellent cast, and come forth with a picture that any exhibitor should be proud to display to his patrons.

Heading the cast are Rick Vallin, Veda Ann Borg, Wanda McKay and Jack LaRue. Vallin, and we think you'll agree, is a surefire bet to become a star in not too many more pictures. Other roles are carried expertly by Bobby Larson, Mary Gordon, Paul McVey, Addison Richards, Roy Darmour and Jon Dawson.

Briefly, the story presents Vallin as a gambling-house operator, arrested for manslaughter, but who has an alibi in his fiancée, Veda Ann Borg, who was with him at the time of the accident. To whitewash his character in the public's eye, Vallin hires a public relations man, Jack LaRue, who suggests the adoption of a young lad, Bobby Larson, as a means of establishing himself as a worthy citizen. The boy's freckled face and innocent, interested eyes soften the heart of the gambling czar, but don't help the situation when the fiancée and the press agent double-cross him. As the story unfolds you'll find yourself weeping, laughing and sitting tense in your seat.

John T. Coyle produced the film for Monogram which was directed by Lambert Hillyer, with Mack Stengler supervising the camera work. John W. Kraft and Charles R. Marion supplied the screenplay. "Smart Guy" is smart casting, smart writing, smart production and smart entertainment.

Roulette Wheel Brings Memories

Working on the gambling casino set for Monogram's "Smart Guy," exciting film which opens at the theatre, brought back memories to Paul McVey, character actor who is featured in the film with Rick Vallin, Wanda McKay, Jack LaRue, Veda Ann Borg and Bobby Larson.

About fifteen years ago he was a member of a vice squad in his home town, a small mid-western city, and helped raid many a gambling den, at which time they would destroy all the expensive machinery in the place. Of course, all the roulette wheels and gaming tables used in the picture have been out of working order for some time. But one day in the past they probably served their master loyally.

Freckled Kids Form Fan Club

Bobby Larson, freckled young lad who plays a featured role in Monogram's "Smart Guy," which opens at the theatre on has a fan club in Des Moines which is composed entirely of freckle-faced members. Age limit is fifteen years or younger, and freckles may be large or small, just so long as they are plentiful.

Bobby is the innocent-eyed youngster who changes a gambling czar's heart from cold to warmth as the adopted son of the gambler. Rick Vallin plays the title role, with the support of Veda Ann Borg, Wanda McKay, Addison Richards, Jack LaRue and Mary Gordon. The picture was directed by Lambert Hillyer.

VALLIN IN NAVY

Rick Vallin, star of Monogram's film, "Smart Guy," which starts at the theatre, was inducted into the U. S. Navy just four days after the picture was completed. The handsome young actor had previously been deferred so that he could support his invalid mother, who at one time was prima ballerina of the Russian ballet. Also just two days before induction, he had been signed to a seven-year contract by Monogram as a result of his excellent performance in this picture.

Leading the supporting cast in "Smart Guy" are Veda Ann Borg, Wanda McKay, Jack LaRue, Mary Gordon, Addison Richards and Bobby Larson. The picture was produced by John T. Coyle and directed by Lambert Hillyer.

MODISTE

Aside from being an excellent actress, Veda Ann Borg is a talented dress designer, actually qualified to engage in the art professionally. She became interested in sketching new costumes for herself when she was a model in New York before she turned film actress. All the clothes she wears in "Smart Guy," which opens at the theatre, were of her own origination. Rick Vallin plays the title role in the film, with Wanda McKay, Bobby Larson, Jack LaRue, Addison Richards and Mary Gordon heading the supporting cast.



PUBLICITY



Young Actress Has Many Interests

A versatile girl is Veda Ann Borg, who is featured in the Monogram picture, "Smart Guy," coming to the theatre on

Born and raised in Boston, Mass., Miss Borg was an artist's model in Boston and New York City before she made her entry into pictures in 1937, and had posed for many of the nation's outstanding photographers and painters. She was asked to make a screen test when a Hollywood talent scout saw her picture on the cover of a magazine. Needless to say, the test was a good one, and she has appeared in many motion pictures in the last six years.

Nor is her talent limited to looking pretty in face and figure. Although she has never studied voice, she is a talented singer who can render a torch song with polished and professional skill. She also likes to dabble in writing, specializing in short poems.

In addition, she displays an unusually keen ability in designing women's clothing, and declares that if she were not in motion pictures she would be following that profession. Veda originated all the costumes she wears in her current film. For recreation, she excels as a horse-woman and swimmer, but refuses to disclose whether or not she can cook. She's saving that information, she says, for some eligible bachelor she might like in the future.

The cast of "Smart Guy" includes Rick Vallin, Wanda McKay, Jack LaRue, Bobby Larson, Addison Richards and Mary Gordon, and was directed by Lambert Hillyer. John T. Coyle produced for Monogram from a screenplay by John W. Krafft and Charles R. Marion.

MAN AND BOY



Bobby Larson is a newsboy who is adopted by Rick Vallin in the Monogram production, "Smart Guy," which starts at the theatre.

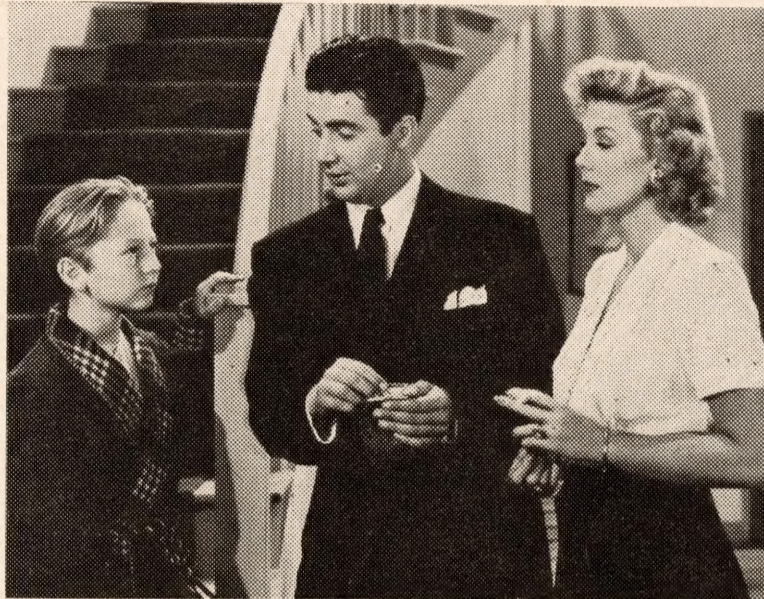
One Col. Mat Scene No. 3

Director Was Newspaper Man

Lambert Hillyer, who directed the Monogram production, "Smart Guy," which opens at the theatre, was a short-story writer and newspaper reporter for some years in his native town of South Bend, Indiana, before entering vaudeville and the theatrical profession. And, oddly enough, though he has directed or written over a hundred pictures, he has never had anything to do with one that shows any part of a newspaper office. This is due purely to coincidence, because he still holds fond memories of his days as a newspaper man.

Rick Vallin is the star in the title role of "Smart Guy" and the stellar supporting cast is headed by Veda Ann Borg, Jack LaRue, Wanda McKay, Bobby Larson and Addison Richards.

DRAMATIC MOMENT IN FILM



Bobby Larson, Rick Vallin and Veda Ann Borg are pictured in one of the highly dramatic scenes from the Monogram picture, "Smart Guy," which starts at the theatre.

Two Column Scene Mat No. 22

Film Actress Worked Among Stars Before Becoming One

Three years ago, with a reputation as one of the most beautiful and best-paid models in the world, Wanda McKay actually flew into pictures.

This charming young lady comes to the theatre on as one of the leading ladies in Monogram's "Smart Guy," with Rick Vallin, Veda Ann Borg and Jack LaRue sharing top honors.

As a result of her modeling success, Miss McKay was voted the title of "Miss American Aviation," and offered a job as a stewardess on one of the airlines. In Hollywood on one of her periodical cross-country flights, she visited a motion picture studio for the first time, and was tested the same day. She has remained in the film capital ever since.

Wanda, whose real name is Dorothy Quackenbush, was born in Portland, Oregon where she attended grammar school. In Ft. Worth, Texas, she was a student at the Polytechnic High School, where she trained for a business career. Later she was encouraged to try modeling, when she won a bathing beauty contest in Kansas City. For some time she was the Chesterfield girl on billboards and advertising setups throughout the country, as well as appearing on the covers of many magazines. It was in Birmingham, Alabama, that she won the aviation title and the airline job.

"Smart Guy" presents Miss McKay as the loyal sweetheart of Vallin, who stands by him when everyone else skips out. Heading the stellar supporting cast are Bobby Larson, Addison Richards, Mary Gordon, Paul McVey, Roy Darmour and Jon Dawson. The picture was produced for Monogram by John T. Coyle and directed by Lambert Hillyer.

Can't See Own Films

Bobby Larson, freckle-faced lad who plays a featured role in the Monogram production, "Smart Guy," which opens at the theatre on, has never seen himself on the screen. His parents have never allowed him to attend a theatre where a picture in which he appears is playing, because they are afraid he might get the big-head and become a smart aleck. So far it's worked very well, and young Bobby is a perfectly normal kid. Rick Vallin plays the title role in the film with Veda Ann Borg, Wanda McKay, Jack LaRue, Addison Richards and young Larson in featured supporting roles. John T. Coyle produced for Monogram and Lambert Hillyer directed.

Story With A Heart

The Monogram production, "Smart Guy," which opens at the theatre, is a story of how grown-up's lives can be softened and altered by the affections of a young, freckle-faced lad. Rick Vallin in the title role, is a gambler accused of manslaughter who adopts the youngster, played by Bobby Larson, when he wants to sway public opinion in his favor. As it turns out, young Larson really "adopts" him, and changes his entire outlook on life.

Produced for Monogram by John T. Coyle, the story is an original one written by Harrison Jacobs, later adapted for the screen by John W. Krafft and Charles R. Marion. Lambert Hillyer was the director and the photography was handled by Mack Stengler.

Survived Auto Accident To Go On To Stardom

Lovely Veda Ann Borg, who plays one of the two leading feminine roles in the Monogram picture, "Smart Guy," starting at the theatre, was almost fatally injured in an automobile accident three years ago, and for a long time it appeared she would never be able to continue her career as an actress. But through personal fortitude and expert medical assistance, she's as good as new today, and well along on the ladder of success. Rick Vallin plays the title role, with Wanda McKay, Bobby Larson, Jack LaRue and Addison Richards in supporting roles.

DOUBLE-CROSSERS



Jack LaRue and Veda Ann Borg are cheats in the Monogram production, "Smart Guy," which starts at the theatre with Rick Vallin, Wanda McKay and Bobby Larson.

One Col. Mat Scene No. 4

Russian-Born Actor Rates Stardom for 'Smart Guy'

Rick Vallin, who plays the title role in Monogram's "Smart Guy," which opens at the theatre, was elevated to star rating for his performance in this picture. The studio had been watching the work of this young actor for over a year in the pictures in which he has appeared, and recently signed the handsome star to a seven-year contract.

The deal had hardly begun, however, when he was inducted into the U. S. Navy, from which he had previously been deferred for the support of his invalid mother.

Vallin was born 23 years ago in Russia, where his father was an officer in the White Russian army. His mother, whose stage name was Nedra Yatsenko, was premiere ballerina of the Russian ballet under the famous Nijinsky. In his early teens the boy was moved to New York, where his mother resumed her career.

Rick first appeared in amateur theatricals when he was attending

school at the age of 14, and after completing his education was a member of various stock companies in the East. He also was featured on many radio dramatizations. In 1942 he went West and joined the Pasadena Playhouse group, where he first attracted the attention of film scouts.

Other members of the cast in his current picture, "Smart Guy," are Veda Ann Borg, Jack LaRue, Wanda McKay, Mary Gordon, Bobby Larson and Addison Richards. The film was produced by John T. Coyle for Monogram and was directed by Lambert Hillyer.

NO PLACE LIKE THE COUNTRY!



... when you've been jilted by a red-head and are wanted by the police. But the country has its points — especially if there's a blonde farmer's daughter to help with the chores!

"Smart Guy"

with **RICK VALLIN**

VEDA ANN BORG BOBBY LARSON

A MONOGRAM PICTURE **WANDA MCKAY**



Two Column Ad Mat No. 22

TOO SMART FOR HIS OWN GOOD!



Cheated out of business... left flat by a fair-weather red-head... hunted by the police for manslaughter. The world sure looks tough until a "regular" girl and a freckle-faced kid adopt him!

"Smart Guy"

with **RICK VALLIN**

VEDA ANN BORG BOBBY LARSON

WANDA MCKAY

A MONOGRAM PICTURE

One Col. Ad Mat No. 5



One Col. Ad Mat No. 6



Two Column Ad Mat No. 23

SMART GUY... BUT SMARTER GAL!



Something's bound to happen when a big-time gambler and a country lassie get together! He deals from the cuff, but she holds all the aces!

"Smart Guy"

with **RICK VALLIN**

VEDA ANN BORG BOBBY LARSON

WANDA MCKAY

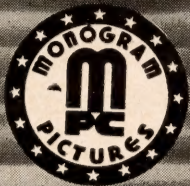
A MONOGRAM PICTURE

One Col. Ad Mat No. 9



Two Column Ad Mat No. 25

T/SING



SWIFTIE!

It takes two women
and a boy to bring this
guy down to earth!
He's a backhanded
dealer, but they've
played the game be-
fore!



**"Smart
guy"**
with
RICK VALLIN
VEDA ANN BORG BOBBY LARSON
WANDA MCKAY
A MONOGRAM PICTURE

One Col. Ad Mat No. 8



**"Smart
guy"**
with
RICK VALLIN
VEDA ANN BORG BOBBY LARSON
WANDA MCKAY
A MONOGRAM PICTURE

One Col. Ad Mat No. 7

**IT'S A MAN-TO-MAN STORY
YOU'LL REMEMBER!**



When a big-time gambler
picks a freckle-faced kid
off the streets and gives
him things he's only
dreamed about! But the
lad gives his "daddy"
something new, too . . .
a heart!



**"Smart
guy"**
with
RICK VALLIN
VEDA ANN BORG BOBBY LARSON
WANDA MCKAY
A MONOGRAM PICTURE

Two Column Ad Mat No. 24

Watch For These Great Hits
From The New MONOGRAM

BELITA in
"LADY LET'S DANCE"

★ ★ ★

"WOMEN IN BONDAGE"

★ ★ ★

"WHERE ARE YOUR CHILDREN?"

★ EXPLOITATION ★

Make Your Foyer a Gambling Den

If at all possible, obtain a roulette table, blackjack table, lottery cage, chuck-a-luck wheel or any other pieces of gambling equipment and set them up in your foyer or lobby to attract interest in advance of the play date. If no other furniture is available, get a poker table and arrange a deck of cards on the top to spell "SMART GUY."

FOR A FLASH 40x60 display, make up a "story in cards" with the proper playing card inserted to fill out the story as indicated below:

"Once there was a 'Smart Guy' who was an (Ace) gambler and whose favorite pastime was a red-headed (Queen of Hearts). He gave her all the (a couple of diamond cards) she could wear, but she dealt him a (joker) and took a run out. You might as well have socked him with a (club) or hit him over the head with a (spade). He also got into a (deuce) of a jam he couldn't wriggle out of and the only pal who stuck by him was a little kid who worshipped him like a (king). This boy gave him something, though, he never had before—and that was a (heart).

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RADIO PLUGS SELL TICKETS

Many exhibitors are experiencing great success with radio announcements that herald their attractions. If you are not already using this medium give it a try with "Smart Guy." Here are a couple of suggestions for spot plugs:

50 WORDS:

He thought he was a smart guy, riding on top of the world. But see what happens when he gets in a jam. Only one pal sticks with him, a treckle-faced newsboy who gives the big shot something he's never had before—a heart. See "Smart Guy"—Blank Theatre now!

35 WORDS:

Even smart guys get headaches when they have a two-timing girl and double-crossing pals. See "Smart Guy" at the Blank Theatre with Rick Vallin, Veda Ann Borg, Jack LaRue, Wanda McKay and Bobby Larson.

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TIE IN TITLE WITH SLOGANS

Join in cooperation with local service clubs in a bond buying drive or a safety drive. Make up inexpensive cards to be posted in windows and on telephone poles in the residential districts such as: "Don't be a Smart Guy—drive sanely!" "Don't be a Smart Guy and exceed the speed limit." With War Bonds: "Be a Smart Guy, invest in the future." Buy War Bonds! Service clubs would probably split cost of cards if their club names were used as sponsors along with yours.

Let the Gals Adopt the Leading Man

If there is a women's secretarial club, sorority or any other kind of young woman's organization in your town, it might be a good idea to set up a story with them whereby they would publicly declare they have voted Rick Vallin as their favorite pin-up man. There are some handsome stills in the exchange set from which to choose a portrait of the actor to run with the story. Girls, instead, might pick him as their perfect sweater man. Still number 38 shows Vallin in a sweater—and he wears it very well. This photo could be cropped to vertical dimensions very easily for a one or two column reproduction. Might also be a junior college or college class of co-eds that could join in or select him separately. Maybe the two groups could conflict in their claims, both wanting him for the same title, creating a feud. Any part of the above story should find its way into the local pages.

★

HORROR DISPLAY

Go to the automobile club or the file morgue of the newspapers and get duplicates of all the worst pictures of auto smashups you can gather. Arrange some of these on boards with copy reading: "It may have been a smart guy that caused this accident—drive with care! A similar accident starts off the story of "Smart Guy" now playing at the theatre." Extra posters could be placed in the store windows about town. Some of the insurance companies have posters already made to order. Cooperation with them might cut the costs of such a stunt to practically nothing.

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Orphans Will Like Bobby Larson

Bobby Larson is an orphan newsboy who is adopted by Rick Vallin in the picture and plays an important role in the story. If there is an orphan home near you why not invite the kids in for a special showing, or rope-off a section for them during the regular performance. These children may be advised, also, that they can get an autographed picture of Larson by writing to him, care of Monogram Studio in Hollywood.

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NEWSBOYS WILL LIKE SHOW

Loads of publicity can be promoted through the circulation departments of the local newspapers. And because one of the main characters in this picture is a newsboy, Bobby Larson, you have an excellent set-up for such a deal. Tickets for the attraction might be given to paper boys or citizens who obtain a subscription to the paper. A special matinee with roped-off section for the newsboys might be acceptable in your situation. If that is the case, in return for the free show (or special price) all the boys could attach cardboard or paper signs to their bicycles carrying a picture plug. Boys on the street corners could have one arranged on their back. Newsboys are usually pretty good promoters themselves and the word-of-mouth publicity you would spread through them would be beneficial.

★ EXPLOITATION ★

LOOK-ALIKE CONTEST

Playing a very important part in the picture is a young lad with a winsome personality named Bobby Larson. Here's a kid that looks normal enough to belong to any family in any town. Minus the traditional pretty boy characteristics, this freckle-faced youngster is the typical American boy type. Why not develop a contest in your town to find his twin? Boys from ten-to-twelve and from three to three-and-a-half feet tall would be eligible. The face, however, should be the most important judging point. Could get a committee of local dignitaries to judge the affair and the prize might be enough clothing to take the lad through a year of schooling. It shouldn't be hard to promote these gifts from the various merchants that feature junior wardrobes. Still number 25 is a good one to post as a model.

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FRECKLES CLUB AND CONTEST

As an added feature to the above contest, ask for entries by both boys and girls for a freckle contest. Could award prizes for the mostest, the largest and the smallest freckles. Same judges could award these prizes and all entries would become lifelong members of the American Freckle-Faced Kid Klub with Bobby Larson as the honorary president. Membership cards could be handed out at little cost. Here's a suggestion for the card:

I (signature above) realize that my freckles are a lucky sign and hereby pledge to live my life in cleanliness, honesty and good service as a typical American youngster and citizen.

American Freckle-Faced Kid Club

Honorary President.
BOBBY LARSON.

MAN ON THE STREET

Dress up one of the ushers or hire a man to walk the busy sections of the down-town area, wearing prison stripes. On his front a sign reads: "Once I was a SMART GUY." On his back is a poster of the attraction or a sign announcing the picture at your theatre.

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Let The Patrons Write Essays

In advance of the play time for "Smart Guy," offer a written contest among your patrons (or through the newspapers) for the best 100 word story of "Smart Guys I Have Known" or "Times When I Wish I Hadn't Been Such a Smart Guy." First theme could be about annoying patrons at prize fights, races or in the office. Also could be about someone the author thought actually brilliant. Second heading could be about some time when the writer was terribly embarrassed over a smart crack or act which made him a smart guy (or gal) at the time but which he or she regretted later. Prizes could be tickets for the attraction.

SELL THE NEW LEADING MAN

Monogram thinks so much of discovery Rick Vallin in this first good break he's had, that they have signed him to a long-term contract. Although his career will be interrupted for a time, due to his being inducted into the Navy, Vallin will be back at his picture career eventually, so why not prepare for that time and for future box office receipts by concentrating on a good plug for him. Still numbers 15 and 16 are good portraits of the handsome actor and you'll find features and shorts about him on the publicity pages of this book.

★

"Smart Guy" Student Your Guest

See the principal at the high school in your town and ask him, with the aid of his faculty, to select the boy and girl with the best record and marks for the current school term. These two would then be invited to be your guest at the theatre for the showing of the picture. They would be your town's "Smart Guy and Gal."

★

CARD SHARP WILL ATTRACT 'EM

If possible, find a magician, either amateur or professional, that is very good with card tricks. Ask him to come and do a few of the fetes in your outside lobby. He wouldn't need to have such a great quantity of these sleight-of-hand tricks with the cards as the audience would be changing after watching for awhile. Card tricks never fail to promote interest and that's what you want in your lobby. A poster in back of the man would herald the attraction. Might even find a man who knows something about the gambling and dealing tricks that have been exposed in the past. Such a man could also give a little lecture about the odds in favor of the house.

★

FIND THE SMART GUY OR GAL

Arrange a contest through the faculty of the local high or junior high school where boys and girls would participate in oral quiz combats over general questions, spelling or some special subject. Let the schools eliminate the contest down to four students—two boys and two gals. Bring these young folk to the stage of your theatre, or perhaps promote free time on the nearest radio station, at which time the final questions would be handed them. Idea could be to find out who are the best, the smart guys or the smart gals? Also one big winner could be determined as the super smart guy or gal. A \$25 War Bond or merchandise could be obtained for the prizes. There is still a tremendous amount of interest in the radio and stage quiz shows and for that reason this idea might sell lots of extra tickets for the "Smart Guy" attraction.

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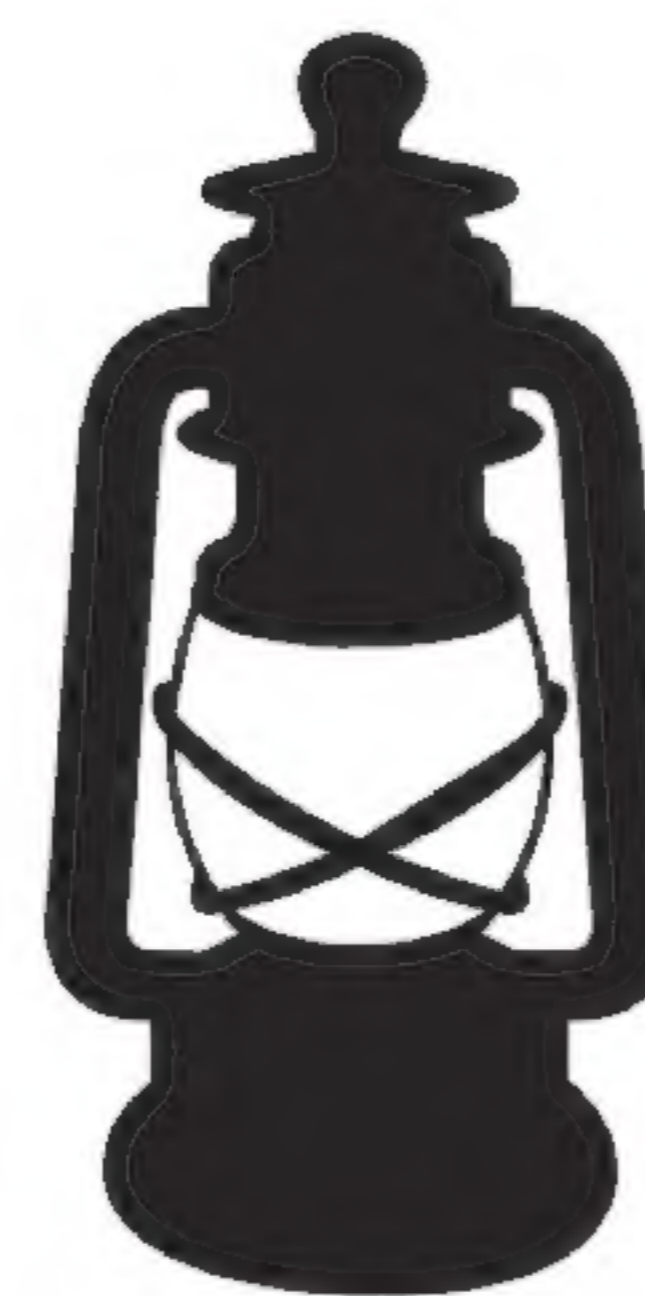
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